

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-26. (Canceled)

27. (Currently Amended) A method of automatically transmitting an ~~identified sender's associated~~ advertisement for hardware installed on a data processing system, the advertisement being associated with an identified sending party and transmitted from [[an]] the identified sending party to a receiving party comprising the steps of:

identifying a user of the data processing system, said identified user being the identified sending party;

initiating [[a]] an e-mail communication from [[a]] the data processing system of [[an]] the identified sending party;

associating embedding at least one pre-selected ~~identified sender's associated~~ advertisement with said identified sending party associated with the identified sending party in said communication, said embedding being done within the data processing system of the identified sending party; and

transmitting [[said]] the e-mail communication with [[said]] the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party automatically embedded therein by the data processing system of the identified sending party to the recipient receiving party,

wherein said advertisement is for hardware installed on the data processing system by said identified sending party.

28. (Currently Amended) The method of claim 27, further comprising the steps of:

offering to ~~[[a]]~~ the user of the data processing system an option of becoming an advertiser; and

enabling, if the offer is accepted, a procedure within ~~[[said]]~~ the data processing system by which the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is automatically associated with the ~~identified sender's e-mail~~ communications associated with the identified sending party.

29.-30. (Canceled)

31. (Currently Amended) The method of claim 27, wherein the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is automatically sent for a pre-selected time period.

32. (Currently Amended) The method of claim 27, wherein the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is automatically sent up to a pre-selected number of times.

33. (Currently Amended) The method of claim 27, wherein the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is electronically obtained from a third party data processing system.

34. (Previously Presented) The method of claim 28, wherein the user is compensated for accepting the offer to become an advertiser.

35. (Currently Amended) The method of claim 27, wherein the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is at least one of visual and aural.

36. (Currently Amended) The method of claim 28, wherein the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is incorporated in setup software for ~~one of software and the~~ hardware.

37. (Canceled)

38. (Currently Amended) The method of claim 28, further comprising offering to ~~a recipient~~ the receiving party of the ~~identified sender's~~ e-mail communication associated with the identified sending party and ~~identified sender's associated~~ advertisement associated with the identified sending party, an option of being an advertiser.

39. (Currently Amended) The method of claim 38, wherein ~~[[said]]~~ the step of offering to ~~a recipient~~ the receiving party of the e-mail communication and ~~identified sender's associated~~ advertisement associated with the identified sending party an option of being an advertiser includes fraud avoidance means for reducing or eliminating fraud associated with a transaction.

40. (Currently Amended) The method of claim 33, wherein ~~[[said]]~~ the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is electronically obtained from a third party data processing system using the Internet.

41. (Currently Amended) The method of claim 27, wherein the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is displayed automatically to ~~a recipient~~ the receiving party during a period of at least one of before, during and after the e-mail communication.

42. (Previously Presented) The method of claim 27, wherein the data processing system is at least one of a computer and telephone.

43. (Currently Amended) The method of claim 28, wherein the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is automatically embedded in the e-mail communication by a third party.

44. (Currently Amended) The method of claim 27, wherein ~~[[said]] the~~ at least one ~~identified sender's associated~~ advertisement associated with the identified sending party is automatically determined at least in part by ~~the recipient's~~ a demographic of the receiving party.

45. (Currently Amended) The method of claim 44, wherein ~~[[said]] the~~ demographic is at least one of location, language, gender, age, income, and physical handicap.

46. (Currently Amended) The method of claim 27, wherein automatically ~~associating said~~ embedding the at least one pre-selected ~~identified sender's associated~~ advertisement associated with the identified sending party with ~~[[said]] the~~ e-mail communication further comprises automatically ~~associating~~ embedding a personal testimonial by ~~[[said]] the~~ sending party thereby lending credibility to ~~[[said]] the~~ at least one ~~identified sender's associated~~ advertisement associated with the identified sending party.

47. (Currently Amended) The method of claim 27, wherein the automatically pre-selected ~~identified sender's associated~~ advertisement associated with the identified sending party is under the local control of the identified sending party.

48. (Currently Amended) A method of automatically transmitting an ~~identified sender's associated~~ advertisement for hardware installed on a data processing system, the advertisement being associated with an identified sending party and transmitted from a sending party to a receiving party comprising the steps of:

identifying a user of the data processing system, said identified user being the identified sending party;

initiating ~~[[a]]~~ an e-mail communication from ~~[[a]]~~ the data processing system of ~~[[an]]~~ the identified sending party;

associating embedding at least one pre-selected ~~identified sender's associated~~ advertisement associated with the identified sending party with ~~[[said]]~~ the e-mail communication within the data processing system of the identified sending party in said communication, wherein the pre-selected ~~identified sender's associated~~ advertisement associated with the identified sending party is under the local control of the identified sending party; and

transmitting ~~[[said]]~~ the e-mail communication with ~~[[said]]~~ the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party automatically embedded therein to the receiving party,

wherein said advertisement is for hardware installed on the data processing system by said identified sending party.

49. (Currently Amended) A method of automatically transmitting an ~~identified sender's associated~~ advertisement associated with the identified sending party from ~~[[an]]~~ the identified sending party to a receiving party of claim 48, wherein ~~[[said]]~~ the at least one ~~identified sender's associated~~ advertisement associated with the identified sending party includes a hyperlink.

50. (Withdrawn) A method of transmitting an electronic communication including at least one identified sender's associated advertisement from a data processing

system of an identified sending party to a data processing system of a receiving party comprising the steps of:

locating a data file containing signature information on the data processing system of the identified sending party, said signature information being appended to electronic communications originating from the identified sender's data processing system;

modifying the information stored within said signature file automatically to include at least one identified sender's associated advertisement; and

transmitting an electronic communication using the identified sender's data processing system to the data processing system associated with the receiving party, said electronic communication including said information stored within said signature file automatically including said at least one identified sender's associated advertisement.

51. (Withdrawn) The method of claim 50, wherein said signature file is automatically associated with an e-mail client operating on said data processing system of the identified sending party.

52. (Withdrawn) A method of transmitting an electronic communication including at least one automatically embedded identified sender's associated advertisement from a data processing system of an identified sending party to a data processing system of a receiving party of claim 50, wherein said at least one identified sender's associated advertisement includes a hyperlink.